

Message Text

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FM AMEMBASSY KUWAIT

TO THOMASTON MILLS

1450 BROADCLOTH 11TH FL

NEW YORK NEW YORK 10018

TWX 710 581-3881

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UNCLAS KUWAIT 1741

FROM ECONOMI/COMMERCIAL OFFICER

E.O. 11652: N/A

TAGS: BGEN, KU

SUBJECT: REQUEST TO REPRESENT YOUR PRODUCTS IN KUWAIT

1. THIS IS TO SUPPORT LETTER DATED 11MAR75 FROM MR. A. ABDULAZIZ AL-QANDI REQUESTING YOU APPOINT HIS COMPANY AS YOUR AGENT IN KUWAIT.

2. MR. AL-QANDI IS AN OFFICIAL OF KUWAIT MINISTRY OF FOREIGN AFFAIRS. ONLY IN HIS EARLY THIRTIES, HE HAS SPENT 12 YEARS IN U.S. STUDYING AND WORKING FOR HIS GOVERNMENT IN ITS EMBASSY IN WASHINGTON AND LATER AT ITS CONSULATE IN NEW YORK. HE HAS A B.A. IN ECONOMICS FROM THE AMERICAN UNIVERSITY AND AN M.A. IN THE SAME FIELD FROM HUNTER COLLEGE. HE HAS DONE SOME COMMERCIAL WORK WHILE IN THE U.S. HIS FATHER WAS A BUSINESSMAN, AND UNTIL RECENTLY, HE WAS A PARTNER IN A SUCCESSFUL RETAIL ESTABLISHMENT HERE WHICH SOLD THE TYPES OF PRODUCTS HE IS NOW SEEKING TO DISTRIBUTE. HIS KNOWLEDGE OF ENGLISH, AMERICANS AND U.S. BUSINESS METHODS IS EXCELLENT. NEEDLESS TO SAY, HE KNOWS KUWAIT.

3. HIS RECENTLY FORMED COMPANY, INTERNATIONAL COMPANY FOR REALTY, TRADE AND SERVICES, HAS AN ATTRACTIVE SUITE OF OFFICES IN DOWNTOWN KUWAIT. HE HAS A STAFF OF THREE INCLUDING

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TWO SALESMEN. MR. AL-QANDI KNOWS MANY OF THE KUWAIT'S LEADING

BUSINESSMEN, AND CAN REASONABLY EXPECT TO BUILD UP A GOOD NETWORK OF RETAIL OUTLETS FOR ANY QUALITY DRY GOOD PRODUCTS FOR WHICH HE ACTS AS AGENT (A LOCAL AGENT IS REQUIRED IN KUWAIT).

4. ONE OBSERVATION OF U.S. COMPANIES IN KUWAIT HAS BEEN THEY TEND TO BE OVERLY IMPRESSED WITH LARGE KUWAITI COMPANIES WHO HAVE OFTEN GROWN FAT AND LAZY WHEREAS, OUR JAPANESE COMPETITORS HAVE STEADILY INCREASED THEIR SHARE OF THE MARKET IN MANY AREAS TO BECOME KUWAIT'S NUMBER ONE SUPPLIER BY OFTEN BACKING SMALL, NEW COMPANIES WHICH SHOW PROMISE. WOULD RESPECTFULLY RECOMMEND YOU CONSIDER GIVING REPRESENTATION RIGHTS IN THIS MARKET TO AL-QANDI FOR SUFFICIENT TRIAL PERIOD FOR HIM TO DEVELOP MARKET FOR YOUR PRODUCTS.
STOLTZFUS

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